**Information Processing 20/30 Final Project**

**Intro**

This semester you have looked at what it takes to be successful in the business world. You have examined the world of entrepreneurship by doing research and case studies on successful businesses and the people involved with them. You have had a chance to look at the qualities that are important in business and have also been able to examine market research. In doing so, you have had a chance to carry over this acquired knowledge and use it in the creation of your business/company.

You have used the knowledge that you have acquired previously in Information Processing to create the following items related to your business:

* Formal business plan
* Logo
* Business cards
* Mail drop flyer
* Brochure
* Radio commercial

**Assignment**

You will create a Dragon’s Den style presentation to pitch your business to a potential investor. You will use the materials from above as a part of your presentation. You may want to play your radio commercial at some point in your presentation, hand the investor your business plan, card, brochure, and flyer as an example of your business’ image.

You will create a presentation in the format of your choice to present your business to the Dragon (me). You may use Prezi, PowerPoint, Tumblr, etc to sell me on your business. The questions that your presentation should include are the following:

* Tell me about yourself. Why do you feel that I should invest in you and your business? What makes you a special businessman/businesswoman.
* What is your product/service?
* What is your company’s mission statement?
* Who will want your product or service (Target Audience)?
* What are your startup costs?
* How much do you sell your product or service for (retail price)?
* Who are your competitors? Why do you think your can compete with them and eventually overtake their customers?
* What is your location and why did you choose this location?
* How will your market your business?
* Where do you expect your business to be in one year (customers, profits, etc)?
* What is your overall vision for this business in the next ten years?

**Things to consider**

**You will need to have this prepared to present for period 1 on Friday, January 23rd**. You will be presenting this to me so please ensure that your coordinate any technology that you may need for your presentation (computer, speakers, projector, etc). **You must make sure that you have notified my of what technology you will need for your presentation on or before Wednesday, January 21st by emailing your requests to n.jurgens@loccsd.ca.**

**Dragon’s Den Rubric Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **4** | **3** | **2** | **1** |
| **Business Plan** | Presentation was extremely informative  It is clear the students worked hard to research:   * Target audience * Marketing strategies * Competition * Costs * Competitors | Presentation was informative and provided Dragons with the necessary information regarding:   * Target audience * Marketing strategies * Competition * Costs * Competitors | Presentation may be missing key pieces of information about:   * Target audience * Marketing strategies * Competition * Costs * Competitors | Student did not create an informative presentation. It is still unclear what the business is, who their audience is, what it is all about. |
| **Visuals** | Students created an exceptional visual/model to present their ideas to the Dragons. | Students created a good visual/model to present their ideas to the Dragon’s | Student may not have provided a visual/model to present their ideas | No Visual was used to present their ideas. |
| **Clarity** | It is very clear the group/individual was prepared to be part of the Dragon’s Den event on this day. They clearly rehearsed and they were easily able to answer questions provided by the Dragons. The students’ presentation flowed smoothly and came off as very natural. | Students seemed prepared for this event. They seem rehearsed and were confident in answering questions provided by Dragons. The students’ presentation was met grade level expectation. | Students could have spent more time developing a script and rehearsing for this event.  They had a lot of difficultly answering questions about their idea.  The students’ presentation demonstrated some elements of proper planning and preparation but lacked in some areas. | Student was not prepared to present on this day. The presentation lacked effort and did not market their business properly. |

What did this group/individual do really well?

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What could have been improved?

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